

TWO-FACED STORY CARDS

WANNA-BE GOOD GUY

On its website, Big Tobacco company RJ Reynolds describes its active efforts to prevent youth from smoking. Following is the company's written stance on youth smoking:

RJ Reynolds Tobacco Company does not want children to smoke, not only because it is illegal to sell to minors in every state, but also because of the inherent health risks of smoking and because children lack the maturity of judgment to assess those risks. As a responsible manufacturer and marketer of adult products, we make every effort to ensure that all of our actions are guided by this basic belief.

WANNA-BE GOOD GUY

The website for Big Tobacco company Brown & Williamson announces their philosophy that kids shouldn't smoke, as follows:

Brown & Williamson Tobacco Corporation strongly believes that kids should not smoke cigarettes, under any circumstances. We believe the responsibility for preventing youth smoking is shared by parents, educators, communities, businesses, social agencies, religious organizations, and government — by all of us who as a society are dedicated to protecting our children from dangers.

WANNA-BE GOOD GUY

In 1990, Philip Morris's Vice President of Marketing made the following statement about its relationship with Hollywood:

Philip Morris has not taken part in any placements of its cigarette products or brands in films since 1988. Philip Morris has no present intention to engage in any efforts to obtain placements of its cigarette products or brands in films in the future.

REAL TRUTH

In June 2002, RJ Reynolds was fined \$20 million by a San Diego Superior Court Judge who found that the company indirectly targeted youth in its cigarette advertising in a number of magazines such as *Rolling Stone*, *Sports Illustrated*, and other popular publications.

TWO-FACED STORY CARDS

REAL TRUTH

In 1989, an internal Philip Morris Market Research study made the following statement:

We believe that most of the strong, positive images for cigarettes and smoking are created by cinema and television...It is reasonable to assume that films and personalities have more influence on consumers than a static poster...If branded cigarette advertising is to take full advantage of these images, it has to do more than simply achieve package recognition – it has to feed off and exploit the image source.

REAL TRUTH

Big Tobacco company Brown & Williamson worked privately to develop a safe, healthy cigarette. However, when they gave up on being able to invent a safe cigarette, they instead worked harder to convince people that the scientific evidence on tobacco was wrong, and that cigarettes are not dangerous.

WANNA-BE GOOD GUY

Big Tobacco company Brown & Williamson identified secondhand smoke as a health issue almost a decade before the government or independent scientists did.

WANNA-BE GOOD GUY

On their website, Philip Morris describes their Youth Prevention programming, and explains why they have such programming:

We all agree that kids should not smoke. At Philip Morris U.S.A., we believe we have an important role to play in helping to prevent youth smoking. As the manufacturer of a product intended for adults who smoke that has serious health effects, we have a responsibility to help prevent kids from smoking.

REAL TRUTH

Philip Morris makes *Marlboro Lights*, which are advertised as having a lower amount of tar. However, Philip Morris has known since at least 1974 that if smokers inhale "low tar" cigarettes more deeply, they'll inhale just as much tar and nicotine as with regular cigarettes.

REAL TRUTH

Brown & Williamson did not share their evidence about the dangers of secondhand smoke with anyone, and instead kept their research to themselves.